

AT&T

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NEWSBRIEFS

AS AT&T NEWS WENT TO PRESS June 6, the company and the CWA and IBEW continued with contract negotiations.

THE AT&T WORLDWIDE INTELLIGENT NETWORK set a new record May 30 by handling 216,239,205 call attempts on the first business day following the Memorial Day weekend. The previous single-day record was 216,230,270, set Nov. 28, 1994, the Monday after Thanksgiving.

BELL LABORATORIES RESEARCHERS invented an innovative imaging system that can "see" inside objects and determine their composition. (Story page 3.)

NETWORK SYSTEMS WORKERS pulled out all stops to build a SESS switch needed to increase cellular calling capacity in downtown Oklahoma City as emergency workers put high demands on wireless communications. (Story page 4.)

FOR COMPANIES COMPETING for the attention of customers, attendance at trade shows is virtually mandatory. (Story page 6.)

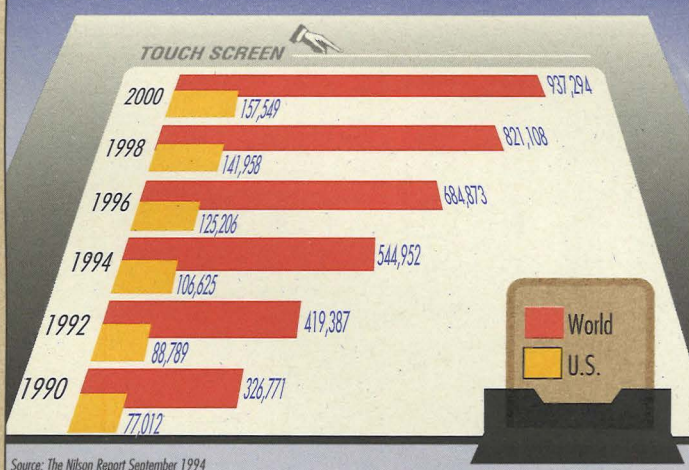
NETWORK SYSTEMS MANAGER HELPS put emergency cellular service on high-school athletic fields in St. Louis. (Story page 9.)

GLOBAL INFORMATION SOLUTIONS linked customers and associates around the world for an interactive brainstorming session focused on serving customers better. (Story page 10.)

MARKETPLACE

Statistics That Are Shaping AT&T's Future

ATM Installations



INSIDENEWS

- Network Systems Rolls Out Broadband Offers 6
- More and More Businesses Are Using 900 Numbers 7
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- IN-WATS Trial Opens the Door for 800 Service 9



As each equal access conversion occurs, an AT&T Wireless Services sign goes up and the Cellular One name comes down.

With Cellular Equal Access, McCaw Takes AT&T Name

BY TOM LANDERS

REMEMBER THE EQUAL ACCESS process, shortly after divestiture, when telephone subscribers in the United States were asked to choose their long-distance company?

As baseball great Yogi Berra would say, "It's déjà vu all over again." Only different. This time, those doing the selecting are McCaw's cellular customers, most of whom receive their service from McCaw's Cellular One subsidiary.

As part of a consent decree that AT&T signed with the Department of Justice in July, 1994, prior to finalizing the merger in September, McCaw cellular customers will receive a ballot this year instructing them to choose a long-distance company to handle their long-distance cellular calls. In the past, McCaw

—See FLAWLESS, page 10

NSD Replaces Tower Toppled by Texas Tornado

BY TOM LANDERS

Their goals are clear and ambitious: be ready to roll within two hours of being notified of a disaster, arrive at the scene within 24 hours, and either repair or replace—usually on a temporary basis—the out-of-service equipment within 48 hours of their arrival.

THE ROCKY EARTH EIGHT miles south of St. Jo, Texas, was an unlikely place for Network Services Division's (NSD) Disaster Recovery Team to hold its May meeting. But when a tornado smashed an AT&T microwave tower there on a Sunday afternoon, a recovery team immediately rushed to the site and began waging a battle with the clock to restore 6,720 voice and data channels between Wichita Falls and Fort Worth.

But getting there was not half the fun. Most of the 30-person crew flew into the Dallas/Fort Worth airport only to find that virtually the entire rental car



Communications technicians, from left, Gerald Marchant, Ivan Terry, Mark Wilkinson and Clyde Vaughn, with the downed tower and replacement structure they helped construct.

fleet had been destroyed by hail from the same storm system. Technicians from the area who arrived Sunday evening had to deal with wind and rain. And the equipment trucks that set out from another state got to the site at 4:15 Monday morning, not exactly the best time to be

greeted by the St. Jo chapter of Welcome Wagon.™

Communications Technician Ivan Terry, who works in Frisco, Texas, saw the downed 260-foot tower early Monday morning. "Since I had worked on it many times, I was astounded to find

—See NSD CREWS, page 11

AROUND AT&T

■ **IT'S A HIT—Consumer Products'** two-line screen phone, with built-in electronic directory, is flying off the shelves. So the business unit has introduced a new version of the popular phone for homes and businesses that has only one phone line. The 880 Personal Information Center single-line screen phone offers the same directory and display features as the two-line version, and costs \$179.99. It is available at AT&T Phone Centers and select retail outlets. For more information, call 800-222-3111.

■ **MORE SAVINGS—Consumer Communications Services** said that, effective July 1, it would pass through to consumers \$350 million in long-distance savings created by reduced access charges it pays to monopoly local telephone companies. The company asked the Federal Communications Commission (FCC) for authority to give consumers the savings due to the lower access fees, which AT&T pays to local telephone companies for completing its long-distance calls.

The FCC on March 30 ordered local telephone companies to lower access fees. The lower access fees take effect Aug. 1. AT&T plans to pass along the savings to consumers enrolled in its AT&T *True Savings* plan.

■ **10-YEAR NOTES—AT&T** announced the sale of \$300 million of 10-year notes, due May 15, 2005, with a coupon rate of 7 percent. The underwriters plan to offer the issue to the public at 99.151 percent to yield 7.120 percent to maturity. Cost to the company will be 7.213 percent. AT&T will use the proceeds of the sale for general corporate purposes including reducing its outstanding commercial paper balance. The noncallable issue will be listed on the New York Stock Exchange.

■ **SATELLITE SUIT SETTLED—AT&T** and Lockheed Martin Corp. have reached an out-of-court settlement on all issues related to the loss of AT&T's Telstar 402, the delivery of its replacement satellite, Telstar 402R, and the Atlas launch originally scheduled for the replacement satellite. These issues resulted in a series of complaints filed in March. Financial terms of the settlement were not disclosed.

AT&T also announced that it has reached an agreement

with Arianespace to launch Telstar 402R. Under the terms of the settlement, AT&T expects Telstar 402R to be shipped by July 15. AT&T hopes to launch the satellite as close as possible to that date.

■ **RECORD BREAKER—Global Information Solutions** announced world-record performance results for the AT&T System 3555-XP enterprise server. The system, configured with 10 Intel Pentium® processors and running INFORMIX® OnLine Dynamic Server version 7.1, delivered benchmark results of 3,312.70 tpmC at \$587 per tpmC. These results represent the best performance and the best price/performance of all enterprise-class servers benchmarked on an open database.

■ **SLAMMED—AT&T** has filed a complaint with federal regulators accusing a long-distance reseller of slamming—the practice of changing a customer's long-distance carrier without the customer's authorization. AT&T's complaint alleges that National Accounts Inc., Parsippany, N.J., misrepresented an affiliation with AT&T, and has switched customers from AT&T to National Accounts without the customers' knowledge or agreement. AT&T has asked the Federal Communications Commission to stop National Accounts from continuing these practices, and to award AT&T damages to be determined by the commission.

■ **IN-LANGUAGE CARDS—Consumer Communications Services** is offering its AT&T *TrueChoice* Calling Card in Russian, Polish or Tagalog. The in-language calling card has written dialing instructions and toll-free numbers for in-language voice prompts and 24-hour-a-day customer service. Last year AT&T introduced in-language *TrueChoice* Calling Cards for consumers in the United States who prefer to speak Cantonese, Mandarin, Japanese, Korean, Vietnamese or Spanish.

■ **WEB CHARGE—To** enhance communications with millions of current and future customers, Universal Card Services launched its home page on the Internet's World Wide Web.

The home page will provide a description of the company, its products and services, on-line applications for consumers to apply for the card, and establish a message center to share information with current and prospective customers. The message center will allow the public to ask questions and

share thoughts about the company's offerings. The home page will be linked to AT&T's Internet home page and located at <http://www.att.com/ucs/>.

■ **ALLEN ELECTED—**Chairman Robert E. Allen was elected to a four-year term on the Mayo Foundation Board of Trustees. The 30-member group of public representatives, Mayo physicians and administrators is responsible for patient care, medical education and research activities at the Mayo Clinic.

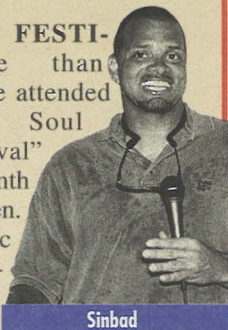
Allen also is a director on the boards of Bristol-Myers Squibb Company, Pepsico, Chrysler, and the Baldrige Foundation, among others. He is a trustee of Wabash College and is affiliated with many other organizations including The Business Roundtable and the U.S.-Japan Business Council.

■ **PHONE HOME—Consumer Communications Services** has made it possible for U.S. travelers in Canada to keep in touch with family and co-workers back home by calling 1-800-CALL-ATT. By dialing this toll-free number, travelers reach AT&T *USADirect* Service and can place calls quickly and conveniently via English-language voice prompts.

■ **SOUL FESTIVAL—More** than 3,000 people attended "Sinbad's Soul Music Festival" held last month in St. Maarten. The music festival featured '70s soul superstars, including the O'Jays; Ohio Players; Earth, Wind & Fire; War; Maze, featuring Frankie Beverly; and Gladys Knight. AT&T was one of the major sponsors of the festival. The comedian recently filmed a commercial for AT&T.

Through a radio promotion on the Tom Joyner Morning Show, AT&T also sponsored nine all-expense paid trips for two to the '70s soul experience. Winners were selected from close to 1,000 entries. The music festival is scheduled for airing on HBO on Aug. 5.

■ **WORKING ON THE RAILROAD—AT&T Solutions** and CSX Transportation Inc. have signed a 10-year service agreement valued at more than \$250 million. The agreement calls for AT&T to design and manage a new telecommunications system that will greatly enhance the railroad's operations and customer service.



Sinbad

GLOBAL VIEW

GERMANY

DARMSTADT—AT&T was a primary sponsor of the 1995 German/American Special Olympics that took place here May 23. This was the 22nd year members of German communities and U.S. military bases in Germany hosted the athletic event for physically and mentally challenged young people. AT&T, which has been a sponsor for the past eight years, provided funding for T-shirts, caps, bags, medals and ribbons. Twenty-five AT&T employees volunteered to help run various events. Hundreds of American and German children from special education programs throughout Germany participated.

GHANA

ACCRA—Africa's regional telecommunications organizations, the Regional African Satellite Communications Organization and the Pan African Telecommunications Union, have agreed to work together to a memorandum of understanding to integrate their objectives with those of Africa ONE, creating a coherent plan for a complete telecommunications solution for Africa. Africa ONE is a concept developed by AT&T to encircle the continent with a sophisticated fiber-optic network that, together with other technologies and existing networks, will connect all African countries to each other and to the world.

JAPAN

KAMIFUKUOKA—SUBMARINE SYSTEMS and Kokusai Denshin Denwa, Japan's largest international telecommunications carrier, announced an agreement to conduct joint research and development of the next generation optical fiber submarine cable system. The joint efforts could lead to the eventual development of the first optically amplified systems with a capacity approaching 100 gigabits per second on a single pair of optical fibers. Previous joint research and development efforts by the two companies led to the development of optical fiber submarine cable system technology deployed in the TPC-5 Cable Network, currently being installed across the Pacific Ocean between Asia and the United States.

MEXICO

MEXICO CITY—AT&T and the Instituto Politecnico Nacional (IPN), Mexico's largest technical university, inaugurated an advanced multimedia communications network that will offer the 140,000 student body not only the latest in voice, video and data communications, but also the most advanced tools in the school's technical curriculum.

AT&T products, such as PBXs, voice-processing, video conferencing systems, fiber-optic cabling, satellite and microwave systems, and local area data networking, will allow the institute to communicate via its own private, state-of-the-art network. These systems also will be used to offer students hands-on training in multimedia communications.

A team of AT&T business units worked together on this project and won the bid over more than 10 competitors by offering an integrated solution that spans telecommunications and computing, network design and installation, and academic training and service.

RUSSIA

CHEBOKSARY—NETWORK SYSTEMS GROUP and Global TeleSystems Group, Inc., an independent developer and operator of telecommunications companies in the emerging Eurasian market, are bringing some of the world's most sophisticated communications technology to this city located about 350 miles east of Moscow. With a half-million people, Cheboksary, the capital of the republic of Chuvashia, now has an AT&T cellular network that gives residential and business customers wireless service that connects with the existing local network and the international network. The same kind of systems will be installed in Voronezh and Lipetsk, which are also located in Central Russia, about 250 miles south of Moscow. Under a multimillion-dollar contract awarded by Global TeleSystems, AT&T supplied the wireless communications system in Cheboksary, and will supply the same kind of cellular systems for Global TeleSystems' mobile operations in Voronezh and Lipetsk. All three cities' wireless networks will be operating by September 1995.

Bell Labs Creates Imaging System To See What Things Are Made Of

BY OLLIE HARTSFIELD

AT&T BELL LABORATORIES scientists have developed an innovative imaging system that may soon help postal inspectors "see" metal objects inside packages and help physicians "see" cancer cells in human tissue. The imaging system uses "T-rays"—terahertz (trillion-cycle-per-second) electromagnetic pulses—to look inside dry and non-metallic objects and determine their composition.

The imaging system can show, for example, how much fat is in a slice of bacon, how much water is in a leaf, and whether a package holds a banana or a bomb—without touching it.

Potentially, the technology could be used to take biomedical images of thin tissue samples,

scan cells for cancer, analyze chemical reactions, look at emissions of chemicals from smokestacks, map semiconductor wafers and inspect postal packages for metal objects.

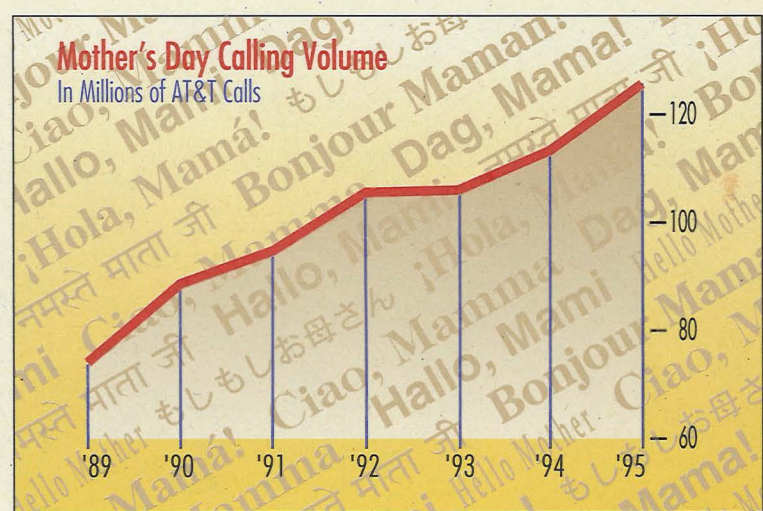
Bell Labs researchers Binbin Hu and Martin Nuss, Holmdel, N.J., introduced their T-ray imaging system in May at the international Conference on Lasers and Electro-Optics in Baltimore. The researchers transmitted the T-rays through various objects, using an imaging system of lenses and mirrors to focus the signals and analyze changes in them as they passed through the objects.

Because different materials absorb, disperse or reflect the T-rays at different rates, it is possible to determine what materials make up a particular object. T-rays passing through the lean

portions of a slice of bacon, for example, are distorted into a different waveform than are those passing through the fatty portion. Also, because most plastics are transparent to T-rays, the T-rays make it possible to see inside plastic packaging.

This technology, still in the research stage, is significant, according to David Miller, head, Advanced Photonics Research department, Bell Labs. "Although experiments with terahertz waves have been done in the past, the waves have never been used in an imaging system. This is an exciting technique that lets us see things in a completely new way."

Hu and Nuss have applied for a patent and are talking with various AT&T business units about possible uses for the technology. ■



Mother's Day Calling Sets Another Record

MOTHER'S DAY CALLERS placed a record 126.1 million calls over the AT&T network May 14, maintaining the day's standing as the most popular calling holiday of the year. Last year, Mother's Day callers rang up a total of 113.8 million calls on the AT&T network.

In a survey conducted prior to the holiday, AT&T Consumer Communications Services found that a phone call to Mom is one of the most popular ways of recognizing Mother's Day. Moms probably received the lion's share of calls, with mothers-in-law and grandmothers trailing well behind, according to the survey.

During Mother's Day weekend, AT&T offered free three-minute calls to personnel aboard 84 U.S. Navy ships. The calls were placed using AT&T High Seas Radiotelephone Service.

The most popular calling holidays, in order, are Mother's Day, Christmas and Father's Day, with Easter and Thanksgiving running neck-and-neck.

Although Mother's Day is busy for long-distance callers, AT&T Communications Services Group handles far more calls on an average business day—currently, more than 185 million. On a typical Sunday, the company handles more than 85 million calls. ■

LEGISLATIVE UPDATE

AT&T Working Hard In Legislative Arena

BY KATHY COULAHAN

BLOOD, SWEAT, TOIL AND tears. Winston Churchill's recipe for victory is the same one being followed by hundreds of AT&T people in the battle for fair telecommunications reform legislation.

To meet this formidable challenge, AT&T and its allies have marshaled every available resource to ensure that new laws being considered by Congress and the states will require the Regional Bell Operating Companies (RBOCs) to face competition in their local markets before they are allowed to enter the competitive long-distance and manufacturing markets.

The high-profile activities are easy to spot. Chairman Bob Allen recently testified at a congressional hearing on the House of Representatives version of the bill, H.R. 1555. Jerry Lowrie, senior vice president, Federal Government Affairs, was interviewed on CNBC about the Senate's telecommunications bill, S. 652. And full-page ads have appeared in newspapers around the country to explain to consumers that local competition for telephone service will bring them the same benefits—lower prices, higher quality and new services—that they now enjoy with long-distance service.

But the battle is being fought on many other fronts, as well. The Competitive Long Distance Coalition—a partnership of AT&T and other long-distance companies of all sizes—has held press brief-

ings, visited newspaper editors and asked its members' executives to meet with their senators and congressmen and speak at conferences. Coalition Chairman Howard Baker, a former senator himself, hosted a breakfast meeting for freshman Senate Republicans to familiarize them with the issues.

"We have to look like an industry leader without looking like an industry ogre."

—John Zeglis

AT&T has formed other partnerships, as well: with research experts, university professors, consumer leaders and trade associations; with any person or organization that shares the company's concerns and can carry AT&T's message or counter RBOC claims.

"While the goal is clear, the strategy and tactics are continually evolving as we respond to events in Congress and the actions of our adversaries," said John Zeglis, senior vice president, Law and Government Affairs. "In addition,

our work must always be guided by Our Common Bond and support the AT&T brand. That means we have to attack with integrity. We have to look like an industry leader without looking like an industry ogre. And we have to do this without diminishing the value of the AT&T brand in the eyes of any of our customers."

AT&T's government affairs managers are working on these issues every day, meeting with legislators and regulators in state capitals and on Capitol Hill. Business unit managers are developing plans to make us successful in both current and future markets. Public relations people are explaining our position on legislation and regulation to the media, to consumers and to employees.

This last group—employees—is the most important resource of all, Zeglis said. "This legislation will have a dramatic effect on AT&T's future and our jobs. That's why, when the time is right, we ask AT&T people to write to their representatives in their states and in Washington. The collective strength of our individual voices is a powerful weapon in the battle for a competitive telecommunications industry."

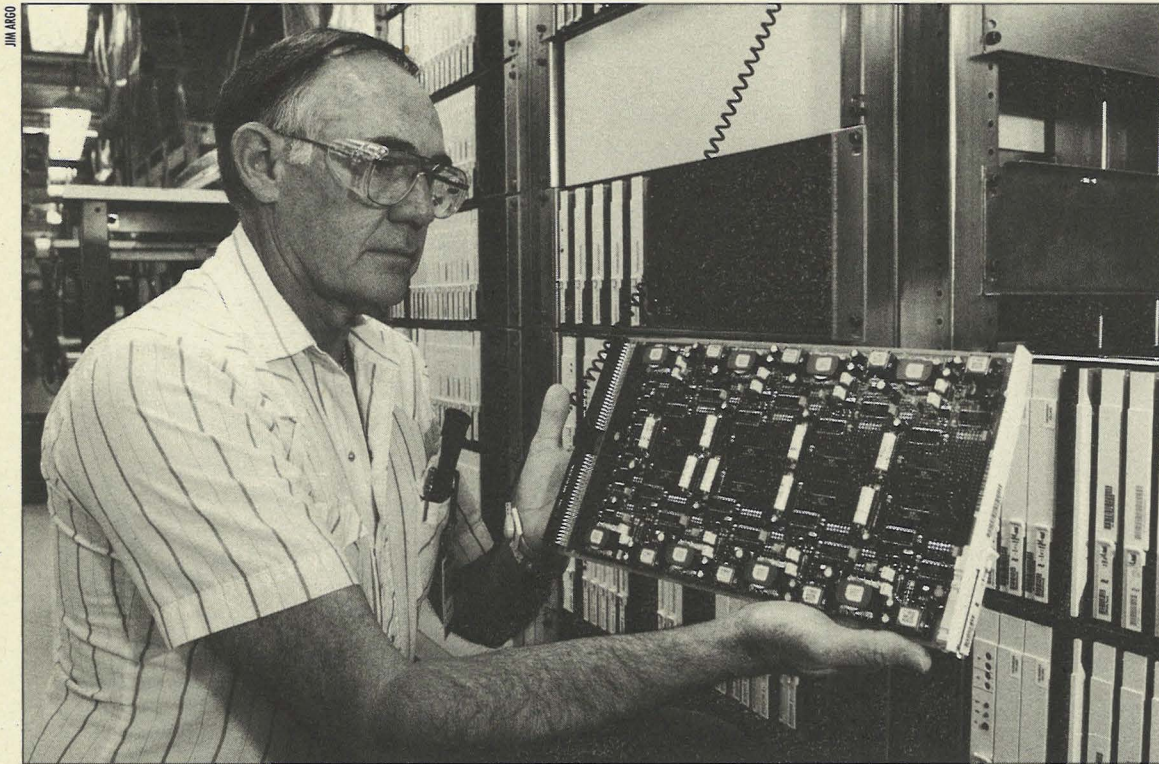
As AT&T News went to press, the House was expected to vote on legislation in mid-July. The Senate was to have voted in early June. Employees can still help by contacting their U.S. senators and representatives. Urge them to be sure that fair local competition is really possible and that Department of Justice experts have the authority to verify that real competition actually exists. For the names, addresses, phone and fax numbers of your senators and representatives, or a sample letter, call 800-225-7291. ■

INDUSTRY WATCH

A decade after U.S. corporations withdrew from South Africa by the hundreds in an exodus driven primarily by opposition to the white-minority government's apartheid system of racial separation, they are setting up shop in this new black-led democracy at the rate of nearly one a week. The roster of American-returnees or first-time arrivals this past year reads like a corporate who's who: AT&T, IBM, Ford, Coca-Cola, among others. (*Washington Post*, May 21.)

Statistics due out later this month [May] will show that 800 numbers are now being doled out twice as fast as before. Most of the acceleration may be due to the natural tendency of consumers to want what's in limited supply. But some suspect long-distance carriers may be stockpiling 800 numbers. New regulations will require suppliers of 800 numbers to reduce their stockpiles to no more than 8 percent of their total installed base by July 1. At AT&T, although a minimal inventory is maintained, it's well below what's allowed by the new 8 percent rule. (*Investor's Business Daily*, May 22.)

The European Union (EU) warned the state telecommunications monopolies of Germany and France that it may block them from forming the keystone of their joint effort to build a global phone company. The plans also envision the purchase of 20 percent of Sprint. The EU's preliminary ruling said a link between Deutsche Telekom AG and France Telecom would be anti-competitive. The warning also presages difficulties the partners are likely to have with U.S. antitrust authorities, who will review the Sprint purchase. Underlying EU and U.S. objections is that the French and German markets are largely closed. (*Wall Street Journal*, May 25.)



Employees at Oklahoma City Works pulled out all the stops to assemble a 5ESS switch needed to handle cellular calls during emergency operations. Ron Yancey, electronic specialist, examines the components of a 5ESS switch similar to the one installed after the bombing.

5ESS Completed and Installed In Oklahoma City in 10 Days

BY OLLIE HARTSFIELD

SIX DAYS AFTER THE Oklahoma City bombing, Ron Nunnally, customer service supervisor, AT&T Wireless Services (McCaw Cellular), Norcross, Ga., called AT&T Oklahoma City Works and placed a rush order for a 5ESS switch. With the enormous demand for cellular calls in downtown Oklahoma City, the existing switch was reaching its limits and the FBI and the Federal Emergency Management Agency needed more calling capacity for their emergency operations.

With that phone call, AT&T Network Systems Group employees rolled up their sleeves and got down to business. The fact that some of their co-workers had lost family and friends in the explosion added to their determination. In three days they did what normally takes two weeks: they assembled, wired and tested a switching system that included a 3B21 processor, a Communication Module 2 and six switching modules.

Close to Home

Pete Gannon, Oklahoma City Works manufacturing vice president, called the efforts of employees remarkable. "At the Oklahoma City factory, we have always responded to emergency situations. But, this was different because the emergency was just a few miles down the road."

The Network Systems factory is eight miles from the Alfred P. Murrah Federal Building where the blast occurred.

The switching system originally had been ordered for deliv-

ery in May to upgrade capacity and to support cellular service by Cellular One, the local service provider for AT&T Wireless Services. When the rush order

"When we got an opportunity to help by doing something we do every day, everyone came together on it."

—James Saunders

came in on Tuesday, April 25, production crews were pulled from other projects.

"Everyone was focused on this one project," said James Saunders, product planning manager, Oklahoma City Works. "A lot of our people had already helped the rescue effort by staffing the 24-hour message center for the rescue workers. When we got an opportunity to help by doing something we do every day, everyone came together on it."

The equipment was mounted into frames on Wednesday. Wiring was completed on Thursday. Rigorous testing was conducted all day Friday.

Bruce McNenney, electronic

specialist, remembers his determination when he started his evening shift that Friday and learned from his supervisor that a switching system needed to get downtown fast. "The word 'downtown' was all he needed to say," said McNenney. "That system was going out that night. Period. I wanted to do my part, however small, to make that happen. This also helped me relieve some of the grief I felt for those who were injured or died."

Support from Other Works

Meanwhile, the Columbus and Dallas Works teams also had mobilized to support the effort. Accomplishing in days what normally would have taken weeks, Dallas Works assembled a power system and Columbus Works constructed two 5ESS signaling cabinets and three digital service cross-connect units needed for the 5ESS switch. The equipment was shipped directly to the installation site in downtown Oklahoma City.

By 7 a.m. Saturday, four days after the rush orders had been placed, the equipment from Oklahoma City, Dallas and Columbus Works was in the hands of the Network Systems installers at the Myriad Convention Center.

With equal focus and determination, the installation crews took over, working around the clock to connect the system. In six days they had the switching system installed and tested—a process that usually takes eight weeks.

"Everyone's effort was tremendous," said Nunnally. "It shows what we can do when we pull together. I'm proud to have been part of it." ■

How We Helped After the Explosion

In the hours and days after the Oklahoma City tragedy, AT&T people and business units across the country rallied to help. Here are some highlights:

Business Support

Cellular One employees tested and installed a portable remote cell site in downtown Oklahoma City within three hours, loaned more than 1,000 mobile phones for emergency field workers to use, and supplied four emergency cell sites.

Two days after the explosion April 19, employees at **Columbus Works** answered an emergency request in less than 48 hours for a Series IImm cell site. The **Network Systems** workers located a unit late Friday evening, delivered it by truck on Saturday, and by Sunday the cell was processing calls.

Account teams who serve federal government agencies worked around the clock and over the weekend after the bombing to provide communications equipment and services.

Operator Services sent operators to the Oklahoma governor and first lady's offices to help handle the high volume of calls.

Global Business Communications Systems loaned a **DEFINITY** G31 with 65 phones to the American Red Cross.

Global Information Solutions employees set up satellite offices in the Oklahoma City area for displaced federal workers and shipped computers to customers in the downtown area.

Network Services Division worked with Southwestern Bell to give preference to the people of Oklahoma City in dialing out in the days following the explosion.

Donations

Network Systems Group—\$10,000 to the Oklahoma Blood Institute.

The **AT&T Family Care Development Fund**—a \$5,000 emergency grant for new equipment and supplies for a temporary day-care site at the YMCA day care center. The day care, located across the street from the Murrah building, sustained some damage from the explosion.

Oklahoma City Thunderbird Pioneers—\$3,000 for various relief efforts, and collected more than \$24,000 in donations plus food, clothing, blankets and other supplies from AT&T employees and other Pioneer chapters.

Cellular One—more than \$4 million in cellular air time and long-distance service.

Consumer Communications Services—long-distance calling cards and gift certificates to help families and business customers affected by the tragedy.

Wireless Services (McCaw Cellular)—more than 400 pagers for rescue workers and volunteers.

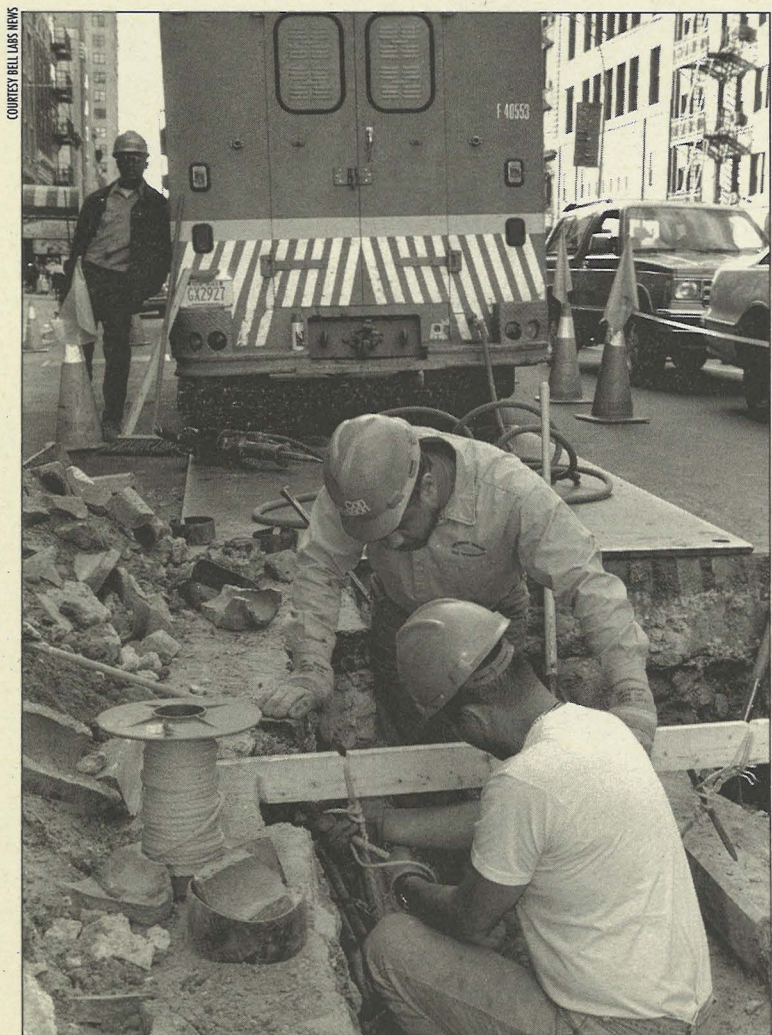
Business Communications Services—800 Services to the American Red Cross for a crisis intervention and education hotline for children throughout the country.

Volunteer Efforts

Business Communications Services—Government Markets employees helped set up a message center offering free long-distance calling so rescue workers could call home. AT&T employees staffed the center to take incoming messages for the workers.

AT&T Pioneers and other employees helped at the Oklahoma Blood Institute, and joined other volunteer efforts in the area.

Two hundred **Cellular One** employees supported the emergency efforts. Some staffed the cellular battery recharge center and provided support at centers where families were receiving counseling.



A device using AT&T Bell Laboratories digital signal processing technology will help Con Ed workers, like these, pinpoint cable faults before they dig.

A Shocking Story From the Streets Of New York

BY RICHARD WALLERSTEIN

NOISE ON THE STREETS OF New York is part of the city's charm, but noise under the pavement was a headache for Consolidated Edison (Con Ed).

Conduits under city streets are jammed with electrical cables. If a cable goes bad and causes an electrical fault, finding the short amongst the background electromagnetic noise of the city was difficult. To locate faults, Con Ed employs a 50-year-old technique called "thumping," in which technicians transmit a rhythmic signal along the damaged cable.

In suburban and rural areas, the signal can be detected from above ground, but in New York, with so much electromagnetic noise—signals given off by electrical devices and cables—workers must go from manhole to manhole until they can no longer detect the thumping.

But finding the fault by opening dozens of manholes is expensive and time consuming. So Con Ed turned to AT&T Bell Laboratories to design a hand-held fault locator for use above ground. With its expertise in digital signal processing, Bell Labs

knew how to find faint signals amid lots of noise. In addition, working with Con Ed on this project would also help AT&T gain needed experience to develop the Integrated Broadband Utility Solution, which will provide a

Making the Connection

Finding electrical and steam faults, while important to the customer, is only part of AT&T Advanced Technology Systems' larger strategy of developing the Integrated Broadband Utility Solution that provides interactive connections between a utility and its customers to control appliances, save energy and even provide remote meter reading. After a successful trial with 10 customers in New Jersey, the business unit and Public Service Electric and Gas (PSE&G) is expanding service to 1,000 customers this year. By 1997, some 100,000 PSE&G customers will use the broadband utility solution.

Assisting Advanced Technology Systems and PSE&G in this development are General Electric, Andersen Consulting, American Meter Co., Honeywell and Intellon. "These successful results are clear indications of Bell Labs' proven expertise in technology integration," said Robert J. Dougherty Jr., president, PSE&G Enterprise Ventures and Services Corp. "We're on track to develop a product that will bring greater efficiencies to our commercial and industrial customers—and greater comfort and convenience for our residential customers."

Advanced Technology Systems is already marketing the solution to other utilities in the United States and around the world.

host of new services to utility customers (see "Making the Connection").

Each year, Con Ed experiences 1,500 to 2,000 electrical faults. During the summer months, when usage peaks, the delay in repairing a damaged cable increases the risk of power shortages. "We had to understand the technical problem and we had to understand the customer," said John Rossi, technical manager for the project in Whippany, N.J. "At Bell Labs, you can say there's a 95 percent probability that the fault is located in a certain spot, but what the crews from Con Ed wanted was not a probability but an 'X' marked on the ground. If they had to dig, they wanted to dig one hole."

Members of Technical Staff Tom Sperlazzo, Jack Trezza and Garrett Sylvester, who are aligned with AT&T Advanced Technology Systems, Whippany,

During the summer months, when usage peaks, the delay in repairing a damaged cable increases the risk of power shortages.

developed a solution. After testing four prototypes, Con Ed accepted the real-time meter for fault monitoring. The device contains a flat-panel display that indicates a six-second wave transmitted along the damaged cable, allowing for rapid restoration. William Russell, manager, Manhattan Distribution Operations, Con Edison, said,

"Over the years, many vendors have told me that they could improve Con Ed's fault location process. Until now, none has ever come close. Bell Labs showed it can deliver the goods."

A second problem Con Ed brought to Bell Labs was how to locate holes in underground steam conduits. The sight of steam rising from the streets in New York is common, but finding the source of the leaks was difficult. "The

acoustics of steam pipes was not clear," Rossi said. "Did sound travel through the steam or through the pipe? Nobody knew." It turned out that the sound Con Ed was looking for—the hissing of steam from the pipe—traveled best through the steam. Again using digital signal processing technology, Bell Labs was able to construct a device that accurately locates steam leaks—within the design requirements set by the customer. ■

\$99 Package Helps Businesses with Year's Worth of Help, Advice

BY SUZANNE SIDHU

GAINING THE LOYALTY OF customers by serving their special needs is the philosophy that launched a new program in AT&T Business Communications Services (BCS) last month.

Called AT&T Resources for New Business, the program targets the 700,000 businesses born annually in America by offering owners vital information to help them over the bumpy beginnings of starting a business (see "Getting Started").

Start-ups are an important market: most of America's economic growth during the last decade has come from small businesses. However, more than a quarter of those launched this year will fail within two years.

"People starting businesses are starving for information during the critical start-up period," said Tracy MacGregor, district market development manager, Mass Markets, BCS. He and a team from across the business unit developed a way to help, relying heavily on customer research.

"Their problem is time—when you're busy launching a business there's no time to figure out who sells the cheapest office supplies. There's too much information and no time to sort through it. So we've gathered the critical information they're looking for: how to write business and marketing plans, how to hire employees, how to rent space, how to choose an attorney, how to use technology, and so on. We've also negotiated the best deals for them on business products and services."

The offer fills a real need, judging from the 10,000 inquiries that have come in since television and print advertising began. And its success validates the methods that were used to create it. It's the first fruit of a new process at BCS that calls for identifying market segments, researching the needs of the customers in each segment, creating and testing prototypes

and offering products that have been approved by customers.

"This program and the way it was developed is directly related to our new marketing strategy," said Joe Ronan, market manager, AT&T Resources for New Business. "In the past, we developed products we thought would be useful. Now, we ask customers first what they need. It's a way of designing offers that deepens our relationship with customers by helping them solve problems and demonstrating that AT&T is more than a long-distance service provider."

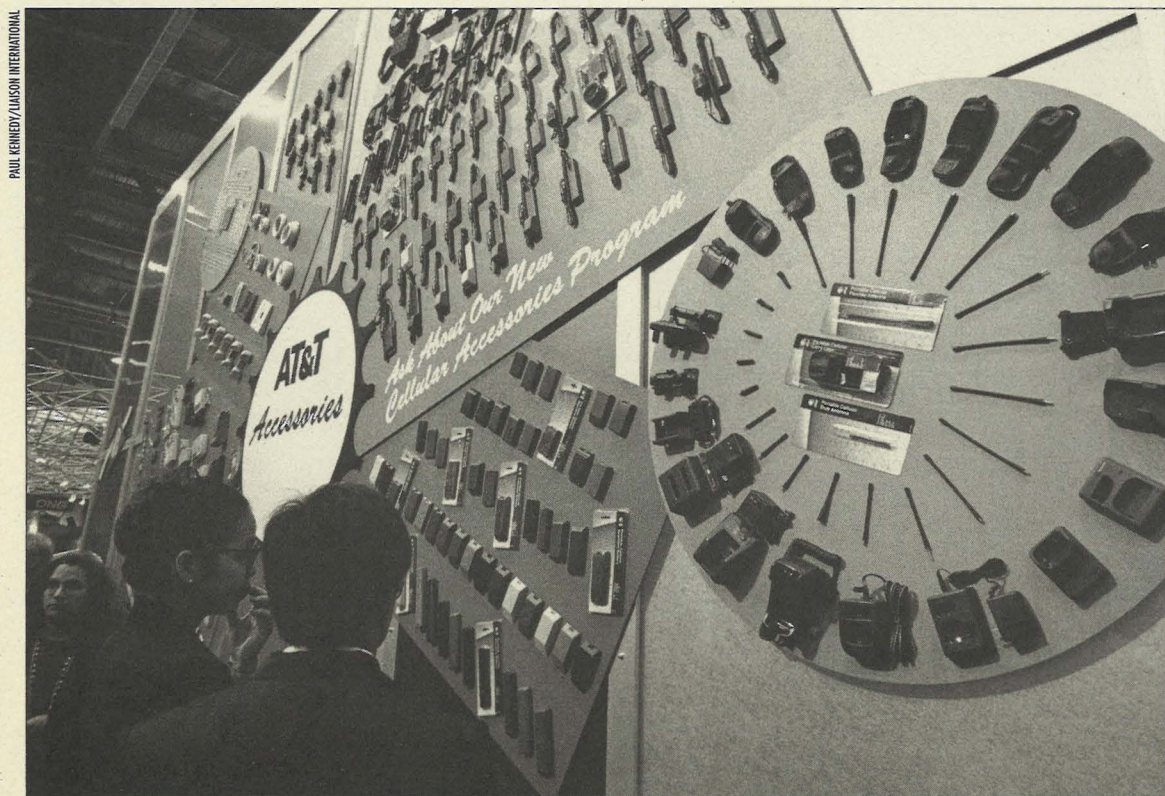
"We think it's going to be an important way to influence customer loyalty and retention." ■

Getting Started

With a call to 1-800-STARTER and an annual fee of \$99, AT&T customers who own or are planning new businesses receive:

- **How-to information** on topics like hiring, writing business plans, time management and investing.
- **24-hour interactive fax** service that provides timely, specific information to any fax machine on a diverse range of topics.
- **Special discounts** on business products and services from leading vendors.
- **Specially negotiated subscription rates** for business publications.
- **Business Assistance Center** staff available to answer questions 16 hours a day, six days a week.
- **Quarterly updates** with the latest small-business information.

Trade Shows: One Way We Show & Sell Our Stuff



AT&T Consumer Products exhibited the breadth of its product line at the 1995 Consumer Electronics Show in Las Vegas. The business unit unveiled the AT&T HomeCenter System at the event. It is the first device that lets information delivered over regular phone lines to be displayed on home TV.

BY COLLINS YEARWOOD

THEY CAN RANGE IN SCALE from extravagant expositions to upscale flea markets. Yet for companies competing for the attention of customers, attendance at trade shows—like Comdex, Supercomm, Consumer Electronics Show, and others—is virtually mandatory.

Few are the companies that don't go to trade shows. AT&T business units exhibit at scores—if not hundreds—of these events

annually. And for good reason: Trade shows attract much of an industry's key audiences, ranging from customers and competitors to journalists and industry analysts. They are the ideal place to line up customers, or spark media interest, position speakers, establish a presence in an industry or country, or introduce products and services.

Evaluating Opportunities

But being in the right place at the right time requires careful

planning, and there are hundreds of shows to choose from. Says Gene O'Brien, manager, Events Marketing, AT&T Network Systems Group, "We evaluate each show against our business objectives to determine if it's worth our investment. We ask, Will the show draw customers interested in our products? Will our competitors be there? Can our sales force leverage our presence?"

Once a business unit decides to exhibit, a team representing all aspects of a business—from public

relations to product management—begins work to mine the investment. "There are many details that make the event a success," says O'Brien. "These range from securing the best location on the exhibit floor and developing all the product and service demonstrations to attracting customers and the media to the booth."

There are many ways to figure out how well you did at a show, and, like the workplace, scorekeeping is based on objectives. "You can measure your success by tracking sales leads, or by how much revenue is being produced by the show," says Dorothy O'Hara, district manager, Exhibits Marketing, AT&T Business Communications Services. "Then there's qualitative results we obtain through surveys, or we may measure media coverage by counting news articles."

Cherry Picking

For AT&T Global Information Solutions (GIS), the approach to big events is to apply niche marketing to targeted customers. "We're analyzing carefully the kind of events we participate in and what the payback will be," says Bill Shrieves, marketing specialist, Strategic Marketing Organization, GIS. "We're shifting to customer-tailored events at or near the trade show. We feel we can get more bang for our buck by focusing on our specific set of customers. We may hold a breakfast, or rent a hall and give customers a preview of some of our offerings. We look at how we can best get

our messages to our targeted audience, which is not the entire trade show body."

According to Bill McFadden, Strategic Communications vice president, AT&T Global Business Communications Systems (GBCS), trade shows present a unique opportunity to paint a complete picture of GBCS's multimedia capabilities. "We can bring our technology to the trade show floor where customers can see how our solutions compare with those of other vendors, and see AT&T's premises-based solutions (PBXs) together with AT&T's network solutions. That's a strength very few vendors in the world, if any, can offer."

Susan Friedman, marketing communications manager, Network Systems, sees the trade show as a marketing tool. "We have three or four of what we call 'walk-away messages,'" she says, referring to the impressions that her organization wants customers to take away from the shows. Her former job as a marketing manager was to fill the "sales funnel" rather than close the sale. For certain Network Systems products—like switches—that cost big money and require intricate negotiations, closing the sale can take years. Thus, the strategy is to generate lots of sales leads.

What emerges from the intricacies of maintaining a presence at a trade show is this directive: Put your best foot forward. "Relationships are critical in our business because they can make or break a sale," Friedman says. "It's important to have a positive image." ■

NSG Rolls Out Broadband Offers at Dallas Show

BY OLLIE HARTSFIELD

CABLE TELEVISION AND local telephone companies want to transform themselves into one-stop shops along the Information Superhighway—places where consumers can come to get wireless, wireline telephone, and interactive services. To do that, service providers need a network capable of carrying video, voice and data—a broadband network.

At the National Cable Telecommunications Association trade show in Dallas last month, AT&T Network Systems Group—partnering with companies like Intel, Microsoft and Silicon Graphics—announced several broadband offers that will make that network possible.

They include:

New Software—Interactive Digital Solutions, the Network Systems/Silicon Graphics joint

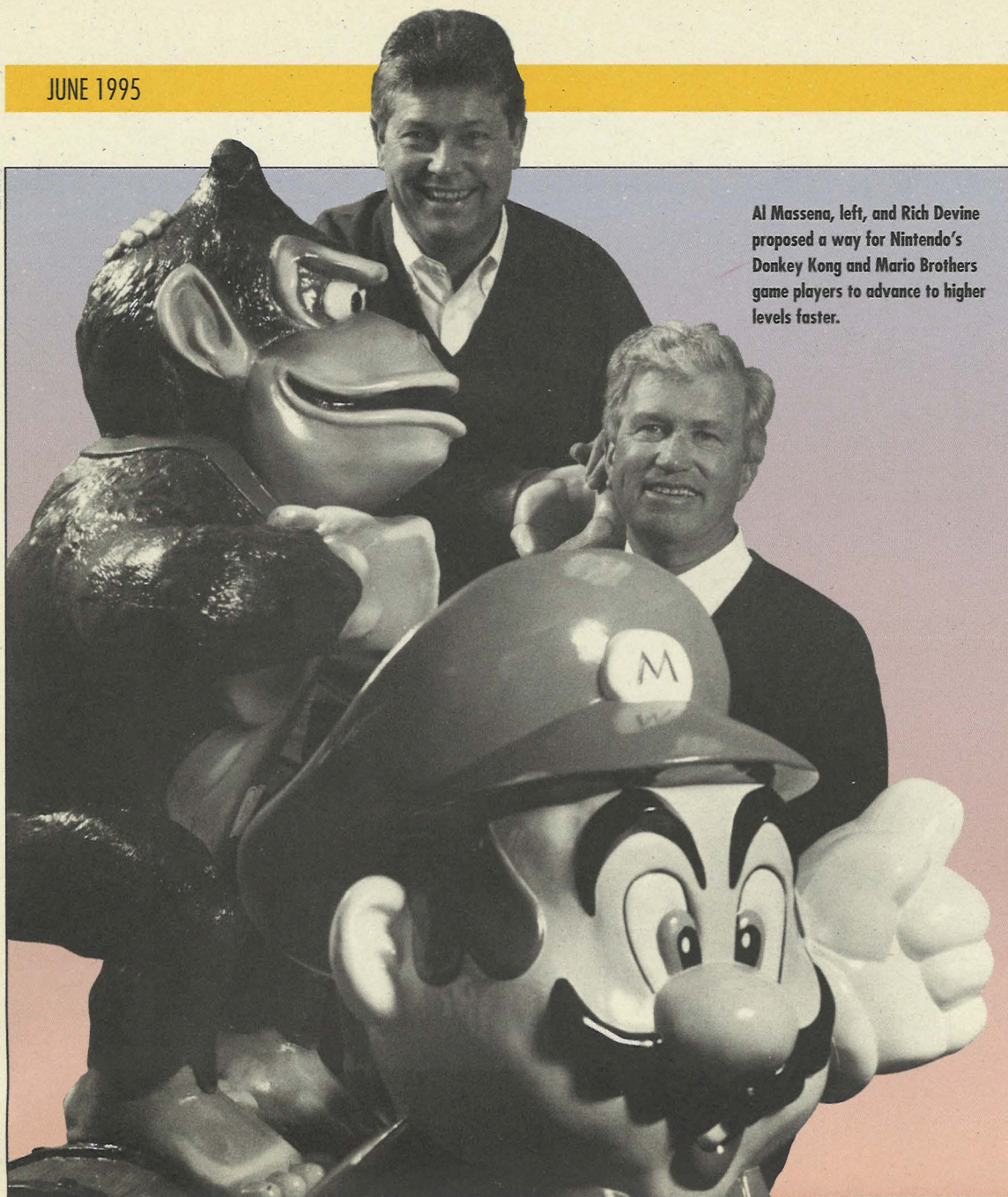
venture company, announced its first product offering, Interactive Community™ Software. Interactive Community is the first open software environment that allows customers to design and deliver interactive multimedia services over broadband and private networks.

Broadband Rollout—Comcast Corp., a major cable TV company, announced it will use Network Systems' HFC-2000 Broadband Access System for a trial of integrated video and telephony services scheduled to begin early next year. This will be the first time AT&T's hybrid fiber/coax access platform is being used by a major cable company. The system uses a combination of fiber and coaxial cable to transmit two-way broadband signals from central office into the home or business.

Faster On-Line Service—Network Systems and Intel

announced they will work together to link home personal computers to broadband networks to deliver high-speed data services. Most home computers are currently connected to one-way telephone lines. The new services will allow consumers much faster access to interactive, multimedia services such as on-line information, electronic banking and shopping, as well as to the Internet.

Software Integration—Microsoft announced that Network Systems and Samsung Electronics will help integrate its interactive software platform—Microsoft Interactive Television (MITV)—in tests and commercial rollouts around the world. The announcement is significant because it allows Network Systems to become a systems integrator for any customers using the MITV software to run their interactive network. ■



Al Massena, left, and Rich Devine proposed a way for Nintendo's Donkey Kong and Mario Brothers game players to advance to higher levels faster.

AT&T To Add Apple QuickTime Conferencing to WorldWorx

BY COLLINS YEARWOOD

AT&T AND APPLE COMPUTER in May announced an agreement to provide desktop collaboration and videoconferencing capabilities using Apple's QuickTime® Conferencing technology and AT&T's WorldWorx Network Services.

Apple's QuickTime Conferencing technology allows personal computer users to communicate in real time via audio, video and data. Users also can share documents, images and movies across a digital network connection. Since QuickTime Conferencing is a software-based architecture, application developers, communications providers and hardware vendors can easily develop QuickTime Conferencing-compatible applications.

"Our agreement with AT&T is exciting for Apple and a true milestone for our customers," said Rick Shriner, vice president, Apple Core Technology Group. "Apple is now doing for videoconferencing and collaboration what it has already done for desktop publishing and multimedia development: taking an expensive, complicated technology and making it accessible to the everyday computer user in the form of an affordable, fully integrated, plug-and-play desktop solution."

AT&T's WorldWorx Network Services offer a full range of digital network and videoconference bridging services, as well as point-to-point voice, video and data conferencing services. Multipoint voice, video and data bridging services will be available soon.

"The world is ready for the powerful benefits of communicating in real time with voice, video and data," said Ernie DeNigris, vice president, AT&T WorldWorx Network Services. "We look forward to the base of business, consumer and education

users that Apple brings to the table, and support Apple's commitment to industry standards and an open software architecture."

The two companies are working together to provide voice, video and data conferencing and collaboration to more than 27 countries worldwide, over local area networks and via dial-up services. Users will be able to benefit from the ease-of-use and multimedia features Apple has pioneered, and easy access to global connectivity services from AT&T.

With real-time videoconferencing and data collaboration, customers have access to a wide variety of ways to improve communications in business, education, publishing and design, medicine and numerous other fields.

For example:

- **A creative director** at an advertising agency in New York can view and discuss the day's fashion shoot with an art director on location in Paris, and with the client in Los Angeles.
- **A cancer patient** and her doctor in North Dakota can consult with leading oncologists in Boston and New York on her prognosis and course of treatment. The physicians can view her films and annotate her medical chart as they converse.
- **Sixth-grade students** in Dallas can view the effects of global warming, and change effects directly with visualization software on a scientist's computer at a university in California.

QuickTime Conferencing products will be offered in three varieties, and are expected to be available in the third quarter of this year.

"We are trying to deliver a shared vision that Apple and AT&T have, which is making multimedia communications, including collaborative solutions, as easy as making a phone call today," DeNigris said. ■

900 Service Gives Customers Some Competitive Advantages

BY JEAN PASCUAL

A GAME ENTHUSIAST SITS down at his Super Nintendo® Entertainment System and pops in the Donkey Kong® Country game pak. He's aiming to break 100 but can't find one of the secret areas in the Oil Drum Alley section. After a few dozen attempts, he grabs the phone and dials Nintendo. Last December he might have heard a busy signal, a condition that frustrated players and fell short of Nintendo's standards for consumer service.

Rich Devine and Ron Beck, MultiQuest sales director and sales manager, and Al Massena, national account manager, AT&T Business Communications Services, proposed AT&T MultiQuest 900 Service as a customer service tool that would help solve the problem.

Since March 1, callers who dial 900-288-0707 get right through. They pay 95 cents per minute to talk with Nintendo's Game Play Counselors.

Nintendo found that by analyzing its customers' needs and matching them with innovative

technology, it could extend its hours of customer service, reduce busy signals and improve the overall process of helping customers.

"Nintendo has two goals—to answer every consumer question and to do it as efficiently and as effectively as possible. This new system meets both goals," says Phil Rogers, Nintendo vice president, Operations, Redmond, Wash.

Giving Customers the Choice

"There is an industry transformation occurring," says Bob Doyle, MultiQuest general manager, Bridgewater, N.J. "900 service is increasingly recognized as a way for businesses to extract value for information in a way that gives customers a choice in levels of service. Businesses are telling customers, 'If you want a premium level of support, you have to pay for it, but it will be better support than what you were getting free.'"

According to Carol Morse Ginsburg, editor, *Audiotex News*, "Using 900 service is helping companies improve their customer image by offering callers another option for special ser-

vice. A company can decide which types of service and associated costs it should offer to every caller vs. which it should set apart as an added-value service or information for which a caller is willing to pay."

Another fast-growing segment of 900-number users is in the public sector. Sussex County, state of Delaware, found that it was able to increase its level of customer service when it installed a 900 number in January. The number is for the use of banks, mortgage and title companies, real estate agents, appraisers and attorneys—callers who derive financial benefit from receiving tax assessment information.

Sussex County provides tax information free to homeowners who call on a regular local number. Now that the county has a way to cover the expenses of providing excellent service, they are able to staff four full-time operators to handle the calls.

According to Gabe Julian, MultiQuest sales director, Wayne, Pa., who supports Sussex County, "The county says installing the 900 number is one of the best things it's ever done.

Taxpayers are happy, and businesses are getting better service than before."

Business-to-Business Uses

Not only are applications within the public sector growing, but so are business-to-business uses, such as software support lines. AT&T reserves the prefix 900-555 exclusively for business-to-business applications. Doyle says, "Designating '555' for business applications lets companies' telecommunications managers know that they can program their PBXs to provide access to 900-555 and feel comfortable that the companies' employees are receiving valuable business information."

In addition to AT&T customers using Multiquest 900 Service in growing numbers, AT&T business units such as Consumer Products and Paradyne are using it for their own business applications. The most recent use was announced in April by AT&T Consumer Communications Services for its Directory Assistance for Any Distance service. The number, 900-555-1212, lets customers get the phone number they need anywhere in the United States without having to know the area code.

Customers interested in AT&T MultiQuest 900 Service may call 800-809-0900 for more information. ■

LEAGUE Meeting Tackles Sensitive Workplace Issues

BY OLLIE HARTSFIELD

For nine years, as a teacher in Missouri, Margaret Burd came to work on Mondays hoping no one would ask how her weekend had been. She knew that she'd have to watch her words carefully—and never mention her partner—so no one would discover she was a lesbian. Most of the time it was easier to change the subject.

NOW A 10-YEAR VETERAN of AT&T, Burd no longer worries about that question in the office. She has been open about her sexual orientation for the past seven years. She chose to work at AT&T because of its non-discrimination policy concerning gay, bisexual and lesbian employees. And, as technical manager for AT&T Global Business Communications Systems, she has found her co-workers very accepting of her.

But, as national co-chair of Lesbian, Bisexual and Gay United Employees of AT&T (LEAGUE), Burd has spoken with many gay and lesbian employees who still feel it is not safe to be "out" in the workplace.

"Some employees believe that admitting their sexual orientation publicly would short-circuit their careers," said Burd. "And when some hear derogatory jokes and comments being made about gay men and lesbians—both inside and outside the company—that belief is only reinforced."

Workplace Rights

For 20 years AT&T has supported workplace rights of gay, bisexual and lesbian employees. In 1975, the company revised its statement on non-discrimination and equal employment opportunity

to specifically include sexual orientation. The company supports diversity classes that raise awareness about gay, bisexual and lesbian issues in the workplace. One indication that attitudes have improved through the years is the fact that AT&T is listed in a recent book by Ed Mickens, *The 100 Best Companies for Gay Men and Lesbians*.

Today, many gay, bisexual and lesbian employees still face negative attitudes that keep them from feeling included and valued as members of the larger AT&T community.

Yet, today, many gay, bisexual and lesbian employees still face negative attitudes that keep them from feeling included and valued as members of the larger AT&T community, and pose barriers to their productivity.

That is an unacceptable situation, said Hal Burlingame, senior vice president, Human Resources, at the LEAGUE professional development conference in April.

In an industry that is changing at warp speed, AT&T

needs the energy, skill and commitment of all its people. "We must learn together how to create a workplace environment that allows everyone to reach his or her full potential. That is one of the highest priorities of the company."

Addressing more than 500 people at the conference in San Francisco, Burlingame said AT&T's agenda for its employees is "about a workplace where 300,000 people of varied attitudes and beliefs come together each day and need to work together as a team. It's an agenda that's about removing barriers to success. Where we recognize everyone's right to be included."

Not a Question of "Lifestyle"

Some of the barriers John Klenert sees are the stereotypes that prevent gays, bisexuals and lesbians from being thought of as individuals. That is why Klenert, LEAGUE's other national co-chair, dislikes the term "gay lifestyle."

"The term assumes that gay men and lesbians all live a certain way," said Klenert, technical sales specialist, Government Markets, AT&T Business Communications Services. "And it implies that the way we live is entirely different from the way others do. Gay men and lesbians get up in the morning, go to work or go to school. We have families. We go to synagogue on Saturdays or to church on Sundays."

Treating Everyone With Respect

In the workplace as in the larger society, the issue of sexual orientation is sometimes a lightning rod for conflicting beliefs.

Some groups outside the company and some

employees perceive that AT&T is advocating homosexuality when the company conducts diversity classes that include discussion of the issues gay, bisexual and lesbian employees confront in the workplace.

But AT&T's role is not to be an advocate for a particular position, said Burlingame. "Our position is to create a non-discriminatory environment where everyone is valued. It's by keeping informed about all points of view that we can truly be sensitive to everyone's needs—and build the workplace environment that will best help AT&T succeed."

Thus, through classes focused on understanding the barriers that AT&T people face in the workplace, and through employee events designed to reduce those barriers, AT&T is working toward an environment where all employees are included and valued.

In the same vein, said Burd and Klenert, LEAGUE's goal is not to change beliefs. It is to help change negative workplace behavior toward gay, bisexual and lesbian employees, and to ensure that sexual orientation does not hamper career opportunities or exclude employees from their workplace rights.

"It's about treating people fairly and creating a safe environment," said Burd. "You may not agree with a person's opinion, but in the workplace we should treat each other with respect."

In his talk to LEAGUE, Burlingame struck the same chord, saying, "Respect needs to extend in all directions."

When respect is missing, said Klenert, people spend time dealing with the anxiety and frustration caused by disrespectful treatment, and that's unproductive. It's time taken away from the real work employees come here to do.

Klenert and Burd have seen the progress in attitudes toward gay, bisexual and lesbian employees. But they and other employees are working toward a day when sexual orientation is no longer an issue in the workplace. ■

June is Gay Pride Month. AT&T employees have planned many activities to broaden understanding of issues facing gay, bisexual and lesbian employees. Check local publications and bulletin boards for events in your area. To find out more about LEAGUE, call 407-662-3515 (TTY: 800-855-2880).

BULLETIN BOARD

VIDEOTAPE IS AVAILABLE—

"The Information Superhighway—Today and Tomorrow," gives audiences a basic understanding of what "Information Superhighway" means in real terms. It explains how the networks people are currently using operate and offers current and future AT&T examples of Information Superhighway services. To get your VHS or Beta copy, call Video Resources at 908-457-7400. Price: \$23.00, can be charged to an organization code or credit card.

E-MAIL LINK—

EasyLink's Access PLUS software, which provides a simple user interface to and service for the AT&T Mail network, is available in both Windows™ and MS-DOS® versions to U.S. employees for \$9.95. To order, call 800-631-8097.

GET THE FACTS—

The 1995 edition of the AT&T Fact Book, a 16-page booklet about AT&T, is now available for \$1 from the AT&T Customer Information Center at 800-432-6600. Ask for item #015-005-001. Employees outside the United States may order the Fact Book through their purchasing organizations, or may put the charge on a credit card. Orders can be faxed to 317-322-6699. Orders for shipment to Europe, the Middle East, Africa and Australia can be

placed by calling 317-322-6416. Orders to the Asia/Pacific region and China should be directed to 317-322-6411; orders to the Caribbean/Latin America region and Canada, to 317-322-6646.

The Fact Book also is available electronically on AT&T's Internet World Wide Web site (Universal Resource Locator address: <http://www.att.com/>).

COMPUTER DISCOUNTS

Active and retired employees can purchase computer supplies and other technology products for personal use from the catalog vendor INMAC and receive the same discount AT&T receives for corporate purchases. Purchases are made via credit card or pre-paid check. For more information, call the INMAC product direct line, 800-332-1761 and mention that you are an AT&T employee.

THE RIGHT MATCH—

Need career advice? The sixth annual issue of *The Right Match: A Magazine of Career Management* is available from the Global Career, Performance and Planning Group. This year's issue features articles on international jobs, how to change careers, and networking entrepreneurship.

To order a copy, or previous issues, call 800-762-6333, or 908-862-3200.



Margaret Burd

John Klenert

AT&T Supports CHAMPS To Help Would-Be Champs

BY OLLIE HARTSFIELD

IT'S AMONG A PARENT'S worst fears. A child is seriously injured during football practice, with the nearest phone a five-minute hike from the playing field. Just such an injury left St. Charles, Mo., high school student John Hollingsworth in a coma for days.

When Ron Snelson, customer process manager, AT&T Network Systems Group, read in the local newspaper that the boy's father, Jerry, and National Football Hall of Famer Jackie Smith wanted to establish a program supplying mobile phones to high school coaches for just such emergencies, Snelson knew he could help.

Years ago, Snelson had asked Smith to participate in a celebrity softball game to raise money for the first Ronald McDonald House® in the St. Louis area. "He came to my rescue then, and I wanted to help him now. So I called," says Snelson.

The idea for the program came from Jerry Hollingsworth, who had be-

gun wondering what might have happened if the school officials hadn't been able to reach a phone in time. Hollingsworth mentioned the idea to Smith while the ex-St. Louis Cardinals player was visiting John in the hospital. Smith sprang into action. So did Snelson.

Snelson proposed that Network Systems ask Southwestern Bell Mobile Systems—Snelson's customer—to supply free wireless service. He also suggested that Network Systems obtain AT&T cellular phones for the program. Snelson won his management's support and Smith won the support of HEALTHSOUTH, a national provider of sports medicine. The basic plan was formulated in three months. In March the program, Cellular Help Athletic Medical Phone Service (CHAMPS), was announced.

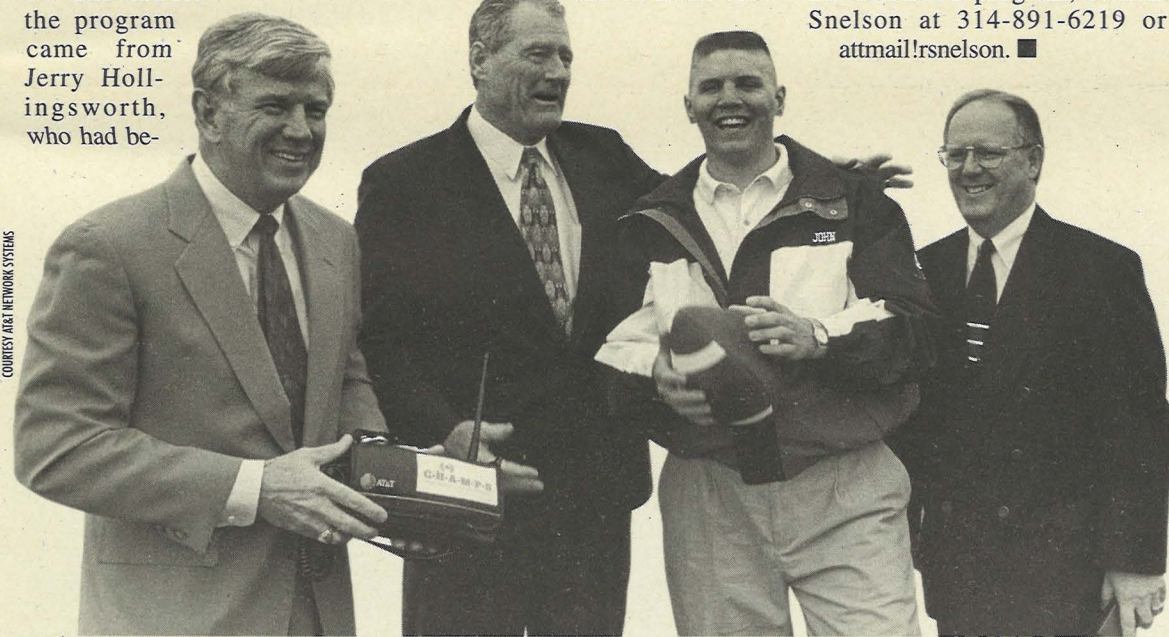
CHAMPS provides cellular phones to athletic directors at high schools throughout the St. Louis area.

In an emergency, a special number programmed into the phone provides the athletic director or coach immediate access to medical professionals at HEALTHSOUTH. The phones also allow coaches to dial 911 in the event of a serious injury. Southwestern Bell Mobile Systems is providing the airtime for the calls to HEALTHSOUTH free of charge.

Two hundred and forty-two AT&T cellular phones will be used in this initial program, which currently is being tested at about 25 high schools in the St. Louis area. But already the coordinators have received a deluge of requests for the program from high schools, and even colleges, across the country.

Fortunately, serious injuries do not occur every time players take the field. "But, because of the many people who got involved," says Snelson, "the CHAMPS program will be there to help if injuries do happen."

For more information about the CHAMPS program, contact Snelson at 314-891-6219 or attmail!rsnelson. ■



Ron Snelson, far right, won AT&T Network Systems support for a program that provides free cellular phones, airtime and sports medicine advice to high school coaches. With Snelson, are, from left, Doug Pritt, Network Systems Business Management and Consumer Broadband vice president, NFL Hall of Famer Jackie Smith, and student John Hollingsworth, now in rehabilitation, who inspired the CHAMPS program.

FCC Adds Frequencies To Clear Cordless Air

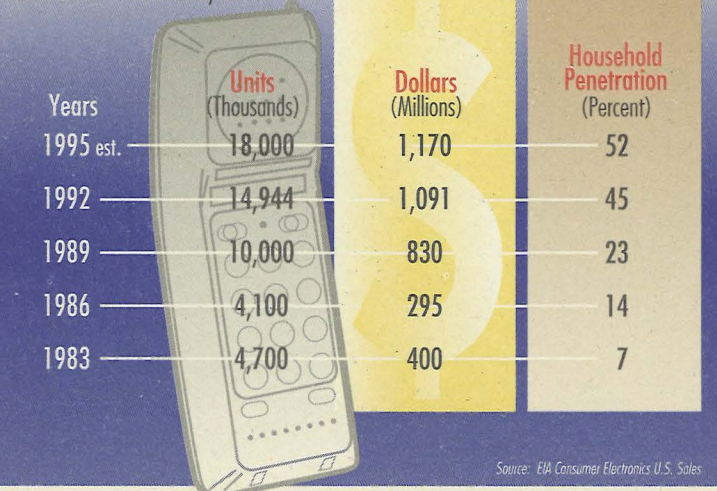
THE FEDERAL COMMUNICATIONS Commission (FCC) expanded the number of frequencies allocated to cordless phones from 10 to 25, adding needed elbow room for cordless communications. AT&T Consumer Products, poised to take advantage of the increased frequencies, planned to introduce 25-channel cordless phones early this month.

Cordless phones have grown in popularity among residential

customers because of the freedom of movement they give users. But the growth in cordless phone use has led to overcrowding on the 10 allocated frequencies. In densely populated areas, such as cities, apartment complexes and housing developments, cordless phone users can sometimes hear each other's conversations or have difficulty finding an open channel.

In addition, baby-room monitors, used in many households to

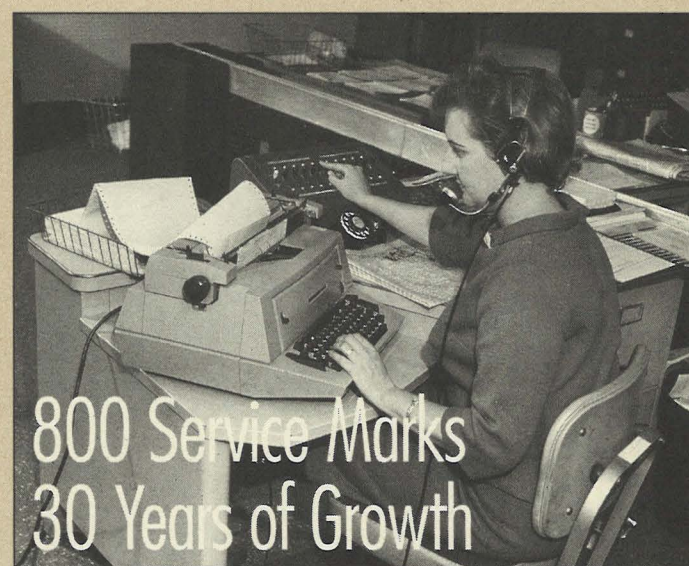
Cordless Telephones Estimate of U.S. Factory Sales



keep tabs on an infant, are contributing to channel crowding because they operate on the same frequencies. With more channels, callers will have a better chance of finding an available channel.

AT&T and other companies had been urging the FCC to assign additional channels for several years. "The move by the FCC is good news for consumers and good news for the industry," said Bob Wonsetler, Product Management and New Business Development director, Consumer Products. "It allows the industry to offer a 25-channel cordless phone that is less prone to cross-talk and static. It certainly will spur further market growth." ■

HOW IT BEGAN



Birmingham, Ala., 1965—An employee at the Birmingham News, one of the first Inward WATS users, takes want ads over a toll-free line.

BY LIZ COLMANT

When AT&T began the first trial of toll-free 800 service on June 15, 1965, in Alabama, no one envisioned that one day, calls to 800 numbers would account for 40 percent of the traffic—about 74 million calls every business day—on the AT&T Worldwide Intelligent Network.

800 service began with very little fanfare, as an extension of WATS (Wide Area Telephone Service). WATS provides discount rates to large business customers whose outbound calls spread over a wide territory. AT&T called the new service Inward WATS, later shortened to IN-WATS.

AT&T considered IN-WATS to be an "automated collect call" service. And the special area code—now familiar as 800—was developed so IN-WATS calls could be dialed directly. By early 1966, intrastate IN-WATS service was being offered in Alabama, Kentucky and Michigan. 800 service was officially begun when interstate toll-free service opened in 1967.

For more than a decade, IN-WATS was a relatively small service, producing about 2 percent of long-distance traffic in the mid-1970s.

Calling volume exploded after the introduction of Enhanced 800 Service in 1982. Enhanced 800 service added computerized databases that allowed businesses to use and advertise a single 800 number anywhere in the nation, and have calls received by different locations. Entire industries, an "electronic storefront" of home-shopping, emerged. In 1992, 800 numbers became portable: companies could change carriers and retain their original numbers.

AT&T 800 Service continues to anticipate customer needs today. A business can direct 800 calls to different locations based on a caller's area code or local exchange, time of day, or day of the week. Network management tools ensure that customer calls get through even during surges in calling volume. Advanced routing solutions provide innovative and cost effective ways to process calls and better serve customers.

9,000 Attend GIS Meeting Exploring Customer Focus

BY COLLINS YEARWOOD

MORE THAN 9,000 AT&T Global Information Solutions (GIS) associates and their customers in April participated in a worldwide, interactive workshop to explore "moments of truth" during the GIS 1995 Quality Conference.

The conference, "Sharing a Customer Focus," linked associates and customers in about 220 sites around the world, including cities as disparate as New York, London and Bogota, Colombia. It provided a forum for GIS associates and customers to brainstorm about specific instances of customer contact—or moments of truth—in which the tone of the customer relationship is set.

Improving Customer Delight

"By creating an atmosphere of two-way communications and working towards common goals, we learn what type of impact we have on our customers," said Bill O'Shea, senior vice president, Worldwide Marketing, GIS. "It is our goal that all attendees will come away with at least one idea

they can personally apply in their work to improve customer satisfaction and delight."

Representatives from two GIS customers—System One, the airline reservations agency based in Miami, and Rover Motors, the British auto maker—described how they used quality processes to better serve their customers.

Rover transformed itself by concentrating on three things: "adopting a customer focus, extraordinary customer satisfaction, and developing a total quality program," said John Towers, chief executive, Rover Motors, in London. "Quality at Rover is driven from the top. Management style is the most important factor in initiating change across any organization—and can be the biggest barrier to change. The days of the top-secret corporate strategy are gone," Towers said.

System One's computer reservation system is accessed by more than 9,000 travel agencies, making for hundreds of daily customer contacts, said Kay Urban, director, customer relations, System One. Speaking from Miami, Urban noted, "The travel



GIS Associates in Dayton, Ohio, participate in a worldwide, interactive quality conference.

industry is facing challenges unlike any in its history. At System One we've anticipated these challenges. We're more than a product; we're a part of our customers' business."

Know Your Competition

Tom Connellan, a customer service expert who addressed the conference in Dayton, Ohio, told attendees, "Your competition is anyone the customer encounters in an experience similar to the one they had with you"—like calling a

customer service representative, for example. The question, he said, is, "Do we have a preprogrammed response to things that go wrong?"

Connellan said that the Disney organization, knowing that the first thing its customers encounter is the parking lot, makes very sure that it is a pleasant experience for visitors. Furthermore, the entertainment company sees that customers are reminded three times (the magic number, Connellan said) of the

area in which their cars are parked. In other words, Disney has "a response to the five or six things that could go wrong and ruin that last moment of truth," he explained.

Moments of Truth

The conference, billed as the world's largest international interactive quality conference, concluded with brainstorming sessions. GIS associates from Sweden, Colombia and the United States called in with ideas about how to handle the moments of truth in their jobs.

From Bogota, came the pledge "to understand and know the needs of the customers even better than they do themselves." One group in New York cited the moment of truth involving the "unexpected customer call," and said that these kinds of calls could be better handled with good customer relationships and "realistic, rather than overaggressive, delivery dates."

The Miami workshop gave a list of dos and don'ts that included among other things: listening to the customer and not making assumptions, doing your homework, and putting yourself in the customer's shoes.

The ideas that came out of the mass brainstorming session are to be compiled in a document for the use of GIS and its customers. ■

Flawless First Cutover for Cellular Equal Access Rollout

continued from page 1

resold AT&T long-distance services to its customers. In the future, cellular customers will have the opportunity to select AT&T or to opt for another long-distance company.

Name Change

The decree also allows McCaw to begin using the AT&T Wireless Services name as balloting is completed in each area. After 60 percent of McCaw's cellular customers have participated in the equal access conversion, the AT&T Wireless Services name will be used in national advertising and marketing.

"Customers of AT&T Wireless Services can expect the same high-quality and innovative wireless services that they have become accustomed to with McCaw," said Steve Hooper, president and chief executive officer, McCaw Cellular Communications. "In addition, they

will be presented with an exciting future that could not have happened without AT&T."

The conversion process began in Oregon in mid-March and concludes with Alaska and Hawaii on Nov. 18, 1995 (see "Working Hard to Win the Business"). The first equal access cutover for cellular subscribers occurred in Portland, Ore., on March 18. Employees from AT&T Wireless Services, Business Communications Services, Consumer Communications Services and Network Services Division, as well as numerous other organizations, teamed to provide and test new trunk groups designed to carry McCaw-only cellular traffic. The team also established and tested a modified process to ensure the accurate processing, rating and billing of each cellular call.

Among the first services that will be marketed under the AT&T name include new digital network features such as caller ID, call waiting indicator (if the customer has voice mail service), alphanumeric paging, short messaging, a digital control channel that will help extend a phone's battery life by as much as 10 times, and a host of other products now under development.

Making the Right Choice

To convince customers to choose AT&T, Consumer Com-

munications Services and Business Communications Services actively are promoting the benefits of AT&T long-distance cellular service. Cellular subscribers who choose AT&T long-distance service will have:

- the quality, reliability and trust associated with AT&T;
- the ability to charge calls on their AT&T Calling Card or AT&T Universal Card;
- the ability to call throughout the United States and to some foreign countries;
- 24-hour operator assistance, person-to-person calling, and credit for misdialled numbers.

In addition, cellular customers who also are AT&T True Rewards members can earn True Rewards points on their qualifying AT&T cellular long-distance calls. AT&T business customers can combine their AT&T cellular long-distance calling with their existing business calling plans for lower rates or special discounts.

Growth in Paging

In a separate move, McCaw changed the name of its messaging (paging) division to AT&T Wireless Services. The change brings the AT&T brand name to more than 800,000 customers in 13 of the 15 states where AT&T now provides messaging services.

"Paging is one of the fastest growing segments in the wireless

Working Hard to Win the Business

Many AT&T employees may find themselves in the position of answering questions from customers, relatives, friends, and neighbors about the equal access balloting process that McCaw Cellular Communications is conducting during 1995.

If you are asked, "Can I still have AT&T for my long-distance cellular service?" the answer is a resounding "Yes!"

If the next question is, "How can I select a long-distance company?" ask the person to call 800-892-3850. The *Conversant* interactive voice information system will tell them how to proceed.

Suppose the question is, "When is the equal access cutover coming to my area?" Oregon, Washington, Colorado, Utah, Idaho, Minnesota, and Las Vegas were all converted prior to May 7.

The remaining locations and cutover dates are:

South Coast and Valley District of California	June 17
South Florida	July 8
North and Central Florida	July 29
Pittsburgh, parts of West Virginia and Ohio, and Central California (including Reno, Nev.)	August 12
New York	August 26
Oklahoma and Missouri	September 9
Arkansas	September 23
Dallas	October 7
Central and South Texas	October 21
Remainder of Central Texas, East Texas, and Louisiana	November 4
Alaska and Hawaii	November 18

Career Center Open

The Career Connection Center, a single point of contact for employees interested in moving between AT&T and AT&T Wireless Services, is open weekdays between 9 a.m. to 6 p.m., Eastern time. For more information call 800-668-0669.

industry and there is a significant competitive advantage in marketing this service under the AT&T brand name," said Hooper.

"Paging has clearly become a consumer product with wide appeal. The industry continues to grow at 30 to 40 percent a year." ■

Microelectronics Adds Products To Increase Speed and Capacity

BY OLLIE HARTSFIELD

AT&T MICROELECTRONICS announced three new products that show its commitment to meeting the requirements of its customers—and its customers' customers.

Faster Digital Translations

Microelectronics is helping telecommunications vendors get more from their equipment with a new coder/decoder (codec) chip that converts the human voice into digital signals faster than before. The T7504 codec chip performs conversions on four voice channels at once. This means fewer chips are needed on a circuit board, and the equipment can be more compact.

Doubling Capacity

In the world of digital cellular phones, consumers want lower-priced, lighter-weight phones that allow more talking time between battery recharges. For equipment manufacturers, that means making phones with chips that are fast, but don't consume a lot of power.

In response to that need, Microelectronics introduced a digital signal processor (DSP) chip, developed by AT&T Bell Laboratories, that nearly doubles the processing capacity of an earlier chip and establishes a new record for low power drain.

The AT&T DSP1627 is the



With Microelectronics' new DSP1627 chip, digital cellular phones can be lower-priced, lighter-weight and need fewer battery recharges.

first chip able to process 50 million instructions per second from a 2.7 volt power source. The new chip replaces earlier generation DSPs that required two chips to perform at close to the same levels.

Guaranteed Quality

Understanding that customers expect reliable, quality products, Microelectronics has instituted a lifetime warranty on its packaged, metal oxide semiconductor (MOS) and bipolar

integrated circuits (ICs). Under the new warranty, Microelectronics will repair, replace or refund the cost of any packaged MOS or bipolar IC that fails at any time, if the failure is caused by a defect in material or workmanship. Until now, Microelectronics offered a standard one-year warranty on these products.

In addition, the business unit is extending the lifetime warranty retroactively on all products made after Jan. 1, 1995. ■

NSD Crews at the Ready 365 Days a Year

continued from page 1

the tower on the ground," said Terry. "Especially since it didn't appear to have been directly in the tornado's path."

While the recovery work outside St. Jo was unique, the readiness and response of the Disaster Recovery Team wasn't. The 70 team members work out of Bedminster, N.J., numerous network operations offices, and four strategic locations around the country. (For competitive reasons, NSD won't say exactly where.) The crews, which are supported by about 50 vehicles, stand at the ready 24 hours a day, 365 days a year.

Unique Capabilities

Marla Spielman, district manager, NSD, in Bedminster who oversees the activities of the Disaster Recovery Team, says that it responds not only to disasters involving AT&T equipment, but also on behalf of other long-distance and local telephone companies.

"We're the only company

with the expertise and resources needed to restore service after a major failure, so other companies have come to rely on us," says Spielman. "We try to recoup our costs, but our primary concern is all customers, not just AT&T customers." Cooperation in the industry usually works both ways. In the Texas incident, Southwestern Bell and other companies worked with Terry and other technicians to reroute AT&T calls while the replacement tower was being built.

AT&T's recovery efforts focus on three activities: routing communications traffic around the disaster site; providing immediate access to the outside world to ensure delivery of emergency help and supplies; and restoring service back to normal as soon as possible.

Recently, AT&T was invited by the state of Washington to participate in an emergency drill to simulate the restoration of a central office in Tacoma. "We can restore any central office in

the AT&T network with the equipment the recovery team possesses," Spielman told the employees and business customers who took part in the drill. The team also responded to Hurricane Andrew in Florida and to the earthquake in Northridge, Calif.

People Make It Happen

By Wednesday morning, less than 72 hours after the tower was destroyed, the crew's Herculean efforts were complete. The technicians had erected a 224-foot temporary replacement tower and turned it over for testing and use. Work that normally would have taken from 30 to 60 days had been done in a fraction of that time.

The secret? Perhaps Terry summed it up best. "The difference was in the people. They show up bringing a lot to the table. The effort looks chaotic at first, because the whole group might be working together for the first time. But everyone knows their role and does exactly what they're supposed to do."

If only Mother Nature could be counted on the same way. ■

LETTERS

Aids DOESN'T MEAN AIDS

I just read your article "Atlanta's McNichols Aids Victim, Wins Vail" (May). I believe you should have been more careful in your wording of the headline. I had to read the headline twice to realize that the word "Aids" did not refer to the disease, but was being used as a verb. Anyone doing a quick read of the headline could easily think, as I did, that McNichols was an AIDS victim who won a Vail award.

JONATHAN LOEB, NORTH ANDOVER, MASS.

[Ed. note: You are correct, the headline did not mean, as some readers have interpreted, that the employee has AIDS, which stands for acquired immune deficiency syndrome and is always shown in capital letters. We apologize for any confusion it caused and appreciate readers bringing the misinterpretation to our attention.]

TAKE OUR DAUGHTERS TO WORK DAY

I must take exception to your coverage of "Take our Daughters to Work Day." In fact, I take exception to AT&T participating in this day in any way. If I approached AT&T with a "Take Our Sons to Work Day," I wonder what kind of response I would get. I find the whole premise insulting to girls and rude to boys. The way boys are half-heartedly invited to participate in this day is incredibly inconsiderate of their feelings. Does anyone remember the old saying "two wrongs don't make a right?"

ROBERT COLE, LAKE MARY, FLA.

In response to Jack Ritoli's letter (May), "Take Our Daughters to Work Day" is a national program organized by the Ms. Foundation. We, the Women of AT&T (WATT) organize and support the day at AT&T as a part of our charter. It is not part of WATT's charter to organize "Take Our Sons to Work Day."

You can wait for "Take Our Sons to Work Day" forever, or you can take on the action item and organize it yourself.

PAM KASHYAP, COLUMBUS, OHIO

In his letter regarding "Take Your Daughters to Work Day," (May) Jack Ritoli quoted a statement from the AT&T News article (April) that made it clear that boys of the same age group were also welcome to participate. If Mr. Ritoli feels so discriminated against, perhaps he should pro-actively try to change the way AT&T may celebrate that day instead of moaning about it in a letter.

I did not read, nor did I hear that this day was "supposed to make up for years of discrimination." However, I would suggest that Mr. Ritoli will be waiting longer for sympathy on this matter than he would for a "Take Our Sons to Work Day."

WENDY MARSIGLI, SANTA CLARA, CALIF.

I feel that I must add my voice in support of Jack Ritoli's ideas posed in his recent letter concerning "Take Our Daughters to Work Day" (May). As the father of a 2-year-old son, I don't believe that he knows the least thing about gender discrimination, and should be much less punished/excluded from any activities because he is MALE. As long as we have exclusive activities such as this (and others nameless) we will have measures of discrimination.

TONY SMITH, ATLANTA

TEACHERS AND TECHNOLOGY

Thanks for the great write-up in the March 1995 issue regarding teachers learning to ride the Info Highway and the accompanying sidebar on the various ways AT&T supports education. An additional way that was not mentioned was through the work of the AT&T University Relations Center (URC). Housed administratively under Bell Labs, the URC works very closely with the AT&T Foundation, public relations, and a large number of the business units coordinating AT&T presence at our targeted campuses. This includes recruiting and philanthropy coordination, working with faculty, staff and student organizations, and other areas in an attempt to present a one AT&T image on campus.

MARK CLARK, NAPERVILLE, ILL.

GEOGRAPHY LESSON

In the April issue (Global View) you incorrectly identified Morocco as being in the Middle East. Morocco is not considered part of the Middle East, but is in North Africa. This is a very important distinction to people from North Africa.

NADIR MOUSSAOUI, COLUMBUS, OHIO

AT&T Folks Lend a Hand & More To Those Who Need It the Most

BY COLLINS YEARWOOD

WHEN CHERISSE INTRIERI rolls up her sleeves, things get done. In May, the AT&T Global Business Communications Systems (GBCS) account executive in Norwalk, Conn., led a band of 80 volunteers in giving an elderly widow's home a much-needed face-lift. And while Intrieri and crew were busy, 149 other homes were being repaired the same day in the Connecticut and upstate New York area by other volunteers.

All of those efforts are part of a program called HomeFront, which refurbishes the homes and brightens the lives of homeowners by using sponsored volunteer teams in a one-day cleaning and repair blitz.

A Sense of Achievement

Homefront is administered by AmeriCares, a New Canaan, Conn.-based charity. Its beneficiaries are people who cannot afford or are physically unable to do the work themselves. The program utilizes the efforts of volunteers, both in coordinating the different house teams and doing the actual work. It also gets local professionals to donate their ser-



Cherisse Intrieri, far left, led a team that refurbished an elderly widow's home.

vices and supplies. Repairs include carpentry, plumbing, electrical work, painting, trash removal and yard work.

"Our task is to make a homeowner's house warm, safe and secure," Intrieri said. She said that this kind of volunteer work appealed to her because it offered an immediate sense of achievement because the group can see the results of its efforts at the end of the day.

Last summer, in a similar effort, Intrieri and four other

GBCS colleagues repaired the home of a needy person. "A friend asked if I would like to get people from AT&T involved," Intrieri said. "It was very rewarding. People felt very good about helping out and it was a lot of fun."

This time around, 15 employees from GBCS and Business Network Sales (BNS) were part of the effort. The work is coordinated by two leaders: the house captain, usually a local contractor who is responsible for the more complex repairs like carpentry, and the vol-

unteer coordinator—in this case, Intrieri—who assigns work to the volunteers and is responsible for procuring light tools like rakes and hedge clippers, and refreshments. "We've been 100 percent successful in getting local organizations to donate breakfast and lunch," Intrieri said.

AT&T Foundation Grants

Equipment and food aren't the only donations the GBCS/BNS volunteers procured. Last year, the team netted AmeriCares a \$1,000 Community Involvement Grant from the AT&T Foundation. Intrieri plans to apply for a grant this year on behalf of the team's recent work. Grants ranging from \$250 to \$2,500 for community programs are available to individual employees or groups of four or more employees. Details about the program, since renamed AT&T CARES (Community Awards Recognizing Employee Service), can be obtained by calling 212-841-4736.

For most individuals, learning to coordinate the work of 80 volunteers would be no small achievement. But Intrieri said where she has grown the most is in her ability to empathize with others. "I have acquired more people skills. I've become more of a humanitarian: comforting the homeowner, drawing on psychological skills," she said. "I've become more sympathetic to the plight of elderly and disabled people." ■

Buy a Bond Today!

BY MAUREEN DVORAK

JUNE'S HERE, AND THAT means weddings, graduations and family gatherings. These occasions are wonderful, but they can be expensive, unless you have some money put aside—especially in the form of U.S. Savings Bonds.

AT&T's 1995 Savings Bond campaign runs from June 12 to June 30, and a major change announced recently by the U.S. Treasury Department should make buying bonds more attractive than ever.

Under the change, bonds purchased on or after May 1, 1995, will earn a market-based interest rate from the date of purchase, even if they're held for less than five years. Previously, bonds cashed in before five years earned a minimum guaranteed interest rate of 4 percent. The new rates give bond holders the opportunity to earn higher interest rates, whether bonds are held for a short or long term.

Rates are adjusted semi-annually on May 1 and Nov. 1. The current short-term rate for bonds held less than five years is 5.25 percent. The current long-term rate for bonds held more than five years is 6.31 percent.

Bonds continue to offer all of

the benefits they have for years. They're exempt from state and local taxes, and federal income tax can be deferred until a bond is redeemed. There are no fees or commissions to pay, and bonds can be redeemed at 43,000 commercial banks and financial institutions around the country.

"Support for savings bonds and, in turn, support for our country have been a tradition throughout AT&T's history," says Carl Ledbetter, president, AT&T Consumer Products and national chairman of AT&T's 1995 Savings Bond campaign. "This year, we're making a stronger commitment than ever before to savings bonds by working toward a 60 percent signup rate across the company."

"Without a doubt, buying bonds is good for the country, a matter of pride for our company and, most important, a smart way to save for all of us."

As in past years, canvassers will pay you a visit with details about savings bonds. If you already buy bonds through payroll deduction, this is your chance to up your allotment. If you haven't bought bonds in the past, you have the opportunity to start now to—as this year's campaign theme states—"save today for tomorrow." ■

AT&T Brings Info Superhighway To a Television Screen Near You

"The Street You Live On," a half-hour TV program that illustrates real-life benefits of the Information Superhighway, will air in cities around the United States in June. The AT&T-sponsored documentary visits Superhighway users ranging from the Havasupai Indians—who've lived on the floor of the Grand Canyon for 900 years—to the editors of *Wired* magazine.

The broadcast is scheduled to air on Sundays as follows:

Area	Date	Time	Channel/Station
Atlanta	June 18	1:30 - 2 p.m.	2/WSB
Boston	June 25	12:30 - 1 p.m.	7/WHDH
Chicago	June 18	noon - 12:30 p.m.	7/WLS
Cleveland	June 25	noon - 12:30 p.m.	5/WEWS
Dallas	June 25	9 - 9:30 a.m.	8/WFAA
Denver	June 25	10:30 - 11 a.m.	9/KUSA
Detroit	June 25	1 - 1:30 p.m.	4/WDIV
Flagstaff, Ariz.	June 18	9 - 9:30 a.m.	2/KNAZ
Grand Rapids	June 25	10 - 10:30 a.m.	13/WZZM
Houston	June 25	11:30 - noon	11/KHOU
Los Angeles	June 18	9:30 - 10 a.m.	11/KTTV
Miami	June 25	11 - 11:30 a.m.	6/WCIX
Minneapolis/St. Paul	June 18	12:30 - 1 p.m.	5/KSTP
New York	June 18	11-11:30 a.m.	5/WNYW
Philadelphia	June 18	10:30 - 11 a.m.	29/WTXF
Phoenix	June 18	10 - 10:30 a.m.	12/KPNX
Pittsburgh	June 18	noon - 12:30 p.m.	11/WPXI
San Antonio	June 25	11 - 11:30 a.m.	5/KENS
San Francisco/Oakland	June 25	9:30 - 10 a.m.	4/KRON
Seattle	June 25	10 - 10:30 a.m.	5/KING
St. Louis	June 18	11 - 11:30 a.m.	4/KMOV
Washington, D.C.	June 25	12:30 - 1 p.m.	4/WRC

Dates subject to change. Call (908) 221-5017 to verify listings.



AT&T NEWS

Volume 2, Issue 6
June 1995

Published by the
Public Relations & Employee
Information Division.

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